



Wed
BARBARA S.G. WEINSTEIN

Carolyn,

Here are the two additional graphs we discussed:

mfr Discount share of Ind
mfr Premium share of Ind

For PM and BTW, it is the largest portion of their business that drives their performance:

For PM, Premium (83% of PM)

For BTW, Discount (86% of BTW)

but for RJR, it looks like the portion that has the most promotional support (Discount (39% of RJR)) drives their performance.

Let me know if you want these 2 graphs added to the book.
Thanks, Barbara (3590)

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